Salem '98

30¢ Off Pack Promotion

NOW OFF-INVOICE

- Available 2nd week of month. Salem King, LT King, SF 100s, LT 100s
- All displays/POS available for order in "cartons"

40-PACK SHIPPER DISPLAY

Item #5779A

- Small footprint
- Shipper is pre-assembled with product and paster
- Price discount clearly communicated

Item #5779C

- One sided paster in shipper display

SALEM '98 SNIPED PASTER

SALEM SNIPED PACK REPLICA POS

Item #5779B

- Impactful 3D pack replicas
- Designed to increase awareness in self-service and non self-service locations
- Must be ordered separately from shipper display

51861 1968

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Source: https://www.industrydocuments.ucsf.edu/docs/ghcn0000

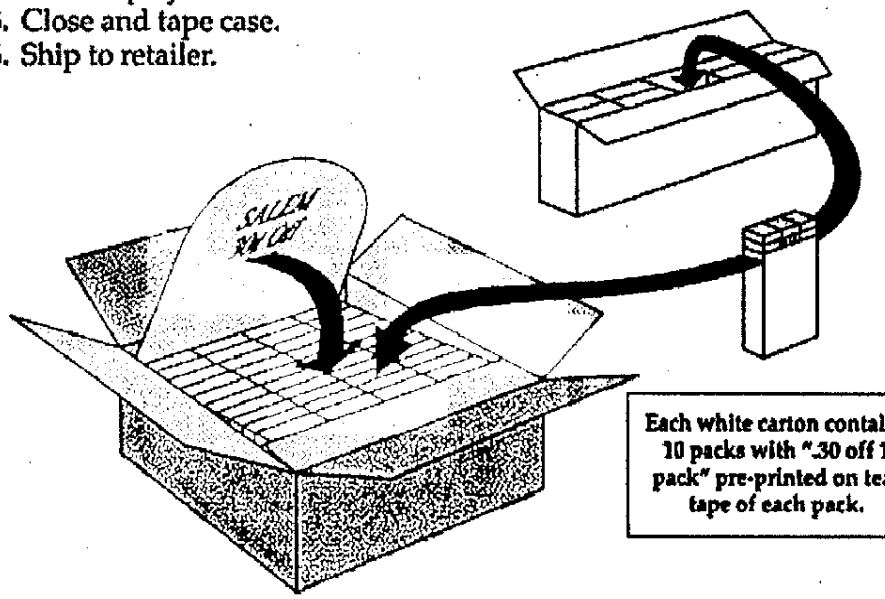
WHOLESALER PACKING INSTRUCTIONS

SALEM TEAR TAPE 3RD QTR. '98

July SALEM 30¢ OFF 1 Pack Tear Tape

STEPS

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Each white carton contains 10 packs with ".30 off 1 pack" pre-printed on tear tape of each pack.

Item: # 541964
MSA Promotion Reporting Description: SAL_98_.30/1_PK_

Brand Style						
Number of Cartons						

51861 1969

Source: https://www.industrydocuments.ucsf.edu/docs/ghcn0000

RJR TOBACCO

To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND $3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

51861 1970

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